

Arizona Motorcycle Safety Advisory Council  
Revised Minutes  
January 31, 2008

A public meeting of the Arizona Motorcycle Advisory Council was convened on January 31, 2008, at 3030 North Central Avenue, Suite 1550, Phoenix, Arizona 85007

Council Members Present:

P.J. Janik (via teleconference)  
Bobbi Hartmann, AMSAC  
Jean Cooper, AMSAC  
Dave Novitt, AMSAC

Members of the Public Present:

Carole O'Reilly, ABATE  
Sky Pilot, APMC  
Michael Tolzko  
Ray Huston, MMA  
Jennifer Fernandez, AZ AG

Legal Counsel:

Brian Schneider, Assistant Attorney General

1. Call to Order and Roll Call

The meeting was called to order by Vice Chair Bobbi Hartmann at 10:15 a.m. Roll was taken and a quorum was present.

2. Minutes of the January 23, 2008

Bobbi Hartmann called for a motion for the approval of the minutes. Dave Novitt indicated that he read over the minutes and that the information that was discussed the last time is correct and recommends that they approve the minutes. P.J. Janik seconded the motion. All were in favor and minutes were approved.

3. State Fiscal Year 2007 Media Campaign

Michael Hegarty, Deputy Director, handed out the "2007 Motorcycle Safety Outdoor Final Summary" sheets to everyone which was discussed. Mr. Hegarty did not know. What went where, but can try to find out from Bozell again. This summary is only a basic measurement exposure and that he would email what he finds out to the Council. This item can be put on the agenda for the next time.

4. State Fiscal Year 2008 Media Campaign

An updated suggestion proposal of the statewide coverage of Cox media was discussed. Sample suggestions were given and run dates for ads. GOHS will provide them with the script and Cox will produce the PSA which will be 30 second commercials. Bobbi Hartmann raised the question of the money, but Mr. Hegarty stated what he presented were only pure sample ideas of what they could get. Jean Cooper asked the diversity of channels on which these ads

would run and maybe reviewing how other states are doing their commercials to see samples of what AMSAC might want to use. In answer to Dave Novitt's question, GOHS would own the PSA, Cox is only producing it. The investment is \$50,000 without the interactive and \$57,500 with the interactive. P.J. Janik was appointed the key contact for working with Mr. Hegarty and Cox on this issue. Dave Novitt made a motion that the Council authorizes P.J. Janik to represent the Council with respect to the Motorcycle Awareness Program and Cox Media and to interface with Mr. Michael Hegarty. Jean Cooper seconds it. There was no discussion. All were in favor, no one opposed.

5. Budget

La Retta stated that, as of this morning, the total fund balance is \$329,783 which does not include the grant. The 2010 grant is anywhere from the \$90,000 range to \$110,000 range which we still having not received. There's at least \$370,000 to spend on the safety campaign. And about \$42,000 for stock items which includes tee-shirts. La Retta stated that when there are special grant opportunities with NHTSA, a lot of the award is based on how many states qualify which determines what we get. Dave Novitt made a motion that we appropriate \$20,000 out of the Motorcycle Safety Fund to support the awareness program and to supplement the 2010 grant monies that we get for that program. The remainder of the monies which I believe is \$120,000 is to remain for further use as deemed by the Council to promote motorcycle awareness. Jean Cooper seconded the motion and all were in favor. As for the May awareness funds, we have already appropriated \$42,000 for stock items which leaves about \$309,000 left in the budget. The council needs to decide what it wants to spend on tee-shirts. Brian Schneider made a suggestion that since \$17,000 has already been allocated for tee-shirts that a motion be made to add an additional \$23,000 to equal \$40,000 so that the price will go down a little bit. A motion was made to allot \$40,000 for tee-shirts to be spent this year. Dave Novitt seconded the motion. There was no discussion and all were the Council to promote motorcycle awareness in favor.

6. NHTSA Motorcycle Assessment

Discussion was made on this issue and Director Richard Fimbres stated that he received everyone's input and will look at the assessments some of which are already being worked on such the media campaign and the health and safety fairs. Legislatively, there are some recommendations with the licensing and training and will be discussed at the next session. No motion was required at this time.

7. NHTSA 2010 Grant

This was already covered previously.

8. Look Out for Motorcycles T-Shirt

Should this stay as a stock item and should there be a limit to what's given out? Dave Novitt stated that there should be a logo for motorcycle safety. He suggests that when the new tee-shirts are ordered that they have the Council logo on them. P.J. Janik made a motion to have this remain as a stock item and Jean Cooper seconded it. Richard Fimbres made a comment of whether the logo "Ride Safe Drive Aware: be put on the sleeve of the tee-shirt as part of our campaign but Brian Schneider said that needs to be brought up at the next meeting. All were in favor. P.J. Janik excused himself from the meeting at 12:15 pm.

9. Call to the Public

Ray Huston made a comment about the NHTSA assessment and how much time does the Council want to spend on this issue? Thinks too much time was spent on the budget.

Michael Tolzko, a financial advisor, expressed his concern for motorcycle safety and highly recommends continued education for all motorists.

10. Next Meeting Date

The next meeting has been set for March 6, 2008, at 10:00 am at GOHS

11. Call to Adjourn

Meeting was adjourned at 12:30 pm